



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Waterfront Strategies  
1010 Wisconsin Ave  
Washington, DC 20007

# Contract # 1356670

Schedule Dates 08/28/12-09/09/12  
Advertiser House Majority Political Action Committee (57001)  
Agency Waterfront Strategies (7591)  
Product POLITICAL ISSUE (ns) (1187)  
Brand HOUSE MAJOR PAC 8/28 (468362)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name WOOD, SPENCER  
Phone/Fax /  
CPE 79/86/1618  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments HOUSE MAJOR PAC 8/28  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 08/17/12  
Last Modified 08/17/12  
Entered By Jessica Landolfo  
CO-OP No  
Headline # 06284286  
Demo A35+  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,367.50  
Net Total \$36,082.50  
Sales Tax

Salt Lake City (KUTV)  
By Broadcast Month Spots Rate  
Sep. 2012 61 \$42,450.00  
Grand Total: 61 \$42,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/28/12-09/07/12	1	:30	1P-2:30P (MST)	2	X	X	X	X	X			4	\$200.00	\$800.00	Salt Lake City (KUTV)	FRESH LIVING / BOLD & THE BEAUTIFUL	8/17/12
2.0	Normal Line / SPOT (2)	08/28/12-09/07/12	1	:30	10A-11A (MST)	3	X	X	X	X	X			6	\$300.00	\$1,800.00	Salt Lake City (KUTV)	YOUNG & THE RESTLESS	8/17/12
3.0	Normal Line / SPOT (3)	08/28/12-09/03/12	1	:30	10:35P-11:38P (MST)	1	1	1	1	1	1			5	\$600.00	\$3,000.00	Salt Lake City (KUTV)	DAVID LETTERMAN	8/17/12
4.0	Normal Line / SPOT (3)	09/04/12-09/07/12	1	:30	10:35P-11:38P (MST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Salt Lake City (KUTV)	DAVID LETTERMAN	8/17/12
5.0	Normal Line / News (4)	08/28/12-09/03/12	1	:30	12P-1P (MST)	1	1	1	1	1	1			5	\$350.00	\$1,750.00	Salt Lake City (KUTV)	2 NEWS AT NOON	8/17/12
6.0	Normal Line / News (4)	09/04/12-09/07/12	1	:30	12P-1P (MST)	2	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)	2 NEWS AT NOON	8/17/12
7.0	Normal Line / SPOT (5)	08/28/12-09/07/12	1	:30	3P-4P (MST)	3	X	X	X	X	X			6	\$500.00	\$3,000.00	Salt Lake City (KUTV)	RICKY LAKE	8/17/12
8.0	Normal Line / News (6)	08/28/12-09/07/12	1	:30	5P-5:30P (MST)	3	X	X	X	X	X			6	\$1,000.00	\$6,000.00	Salt Lake City (KUTV)	2 NEWS AT 5P	8/17/12
9.0	Normal Line / News (7)	08/28/12-09/07/12	1	:30	6A-8A (MST)	2	X	X	X	X	X			4	\$700.00	\$2,800.00	Salt Lake City (KUTV)	2 NEWS THIS MORNING	8/17/12
10.0	Normal Line / SPOT (8)	08/28/12-09/07/12	1	:30	6:30P-7P (MST)	3	X	X	X	X	X			6	\$1,250.00	\$7,500.00	Salt Lake City (KUTV)	ENTERTAINMENT TONIGHT	8/17/12
11.0	Normal Line / SPOT (9)	08/28/12-09/07/12	1	:30	9A-10A (MST)	3	X	X	X	X	X			6	\$750.00	\$4,500.00	Salt Lake City (KUTV)	THE PRICE IS RIGHT	8/17/12
12.0	Normal Line / News (10)	09/04/12-09/08/12	1	:30	10P-10:35P (MST)							1		2	\$1,500.00	\$3,000.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P SAT	8/17/12
13.0	Normal Line / Sports/Other (11)	09/04/12-09/08/12	1	:30	10:35P-11:05P (MST)							1		2	\$500.00	\$1,000.00	Salt Lake City (KUTV)	TALKIN' SPORTS SAT	8/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station

Date:

Comments:

*g. j. [signature]* 8/17/12



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14.0	Normal Line / News (12)	09/02/12-09/09/12	1	:30	10P-10:35P (MST)								1	2	\$2,000.00	\$4,000.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P SUN	8/17/12
15.0	Normal Line / Sports/Other (13)	09/02/12-09/09/12	1	:30	10:35P-11:35P (MST)								1	2	\$400.00	\$800.00	Salt Lake City (KUTV)	TALKING SPORTS SUN	8/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

CREDIT RISK !!  
HARRIS REPORT FROM REP  
AUG16/12 18.4  
\*\*\* KUTV-TV \*\*\*

#

PROGRAM : YOUNG & THE RESTLESSSSSSS  
CON COM1: YOUNG & THE RESTLESSSSS

TTL \$42450  
PLS CNF THANKS



REP HEADLINE# 6284286  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG16/12 18.4  
\*\*\* KUTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1035P-1105P	30		\$500.00	9/1	9/8	1		SAT	2
PROGRAM : TALKIN' SPORTS SAT												
CON COM1: TALKIN' SPORTS SAT												
12			1000P-1035P	30		\$2,000.00	9/2	9/9	1		SUN	2
PROGRAM : KUTV NEWS AT 10P SUN												
CON COM1: KUTV NEWS AT 10P SUN												
13			1035P-1135P	30		\$400.00	9/2	9/9	1		SUN	2
PROGRAM : TALKING SPORTS SUN												
CON COM1: TALKING SPORTS SUN												
SEP/12			42450.00									
CONTRACT TOTAL												42450.00
TOTAL SPOTS												61

MARKET TOTALS \$128,636 KUTV 33% KTVX 11% KSL 28% KSTU 22% KUCW 0% KJZZ 6% KCSG 0%  
KMYU 0%

SVC- NONE  
DEMOS- RA35+\*